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August 4, 1967

The Honorable Paul Rand Dixon
Chairman
Federal Trade Commission
Washington, D. C.

Dear Mr. Chairman:

The Federal Trade Commission's News Release of August 1, 1967, relating to the testing of cigarettes, indicates that the Commission will only be reporting test results on a "per cigarette" basis and not on a "per puff" basis as well.

It is our understanding that the smoking machine being utilized by the Commission gives the number of puffs of each cigarette which is smoked. It is also our understanding that at the present time, the Commission does not intend to record the number of puffs of each cigarette which is smoked.

We respectfully request that the Commission should record the number of puffs of each cigarette which is smoked for such future use as may develop for that information. I believe the Commission will find this information to be very important, and while it is not required by the Commission's methodology, it would take a minimal amount of time to record since the data will be available on your automatic smoking machine.

Since this information may easily be recorded, and since it may prove useful at some future time, we believe that this suggestion will be helpful to the Commission.

Very truly yours,

EARLE C. CLEMENTS

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